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EXAMINER

BOVEJA, NAMRATA

ART UNIT

PAPER NUMBER

3622

MAIL DATE

DELIVERY MODE

10/12/2007

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/018,510	SUGAYA, SYUNJI	
	Examiner	Art Unit	
	Namrata Boveja	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 December 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-54 is/are pending in the application.
- 4a) Of the above claim(s) 1,2,8,9,19,20,26,27,37,38,44,45,51 and 52 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 3-7,10-18,21-25,28-36,39-43,46-50,53 and 54 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 14 December 2001 is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This office action is in response to communication filed on 08/23/2007.
2. Claims 3-7, 10-18, 21-25, 28-36, 39-43, 46-50, and 53-54 are presented for examination.
3. Amendments to claims 4 and 17 have been entered and considered.

Claim Rejections - 35 USC § 112

The second paragraph of 35 U.S.C. 112 is directed to requirements for the claims:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter, which the applicant regards as his invention.

There are two separate requirements set forth in this paragraph:

(A) the claims must set forth the subject matter that applicants regard as their invention; and

(B) the claims must particularly point out and distinctly define the metes and bounds of the subject matter that will be protected by the patent grant.

4. Claims 3, 17, and 39 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claims 3 and 39 teach a method, system, and program wherein the user side equipment reproduces the said advertisements by "**animation**". Where applicant acts as his or her own lexicographer to specifically define a term of a claim contrary to its ordinary meaning, the written description must clearly redefine the claim term and set forth the uncommon definition so as to put one reasonably skilled in the art on notice that the applicant intended to so redefine that claim term. *Process Control Corp. v. HydReclaim Corp.*, 190 F.3d 1350, 1357, 52 USPQ2d 1029, 1033 (Fed. Cir. 1999). The term "**animation**" in claims 3 and 39 is used by the claim to mean download data over

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the Internet, reproduce the advertisement using software, and control advertisement scheduling also using the software as interpreted from the applicant specification on page 3 where steps 15, 2, 40, 56, 66, and 86 characterize reproduction of the advertisements by “animation”, while the accepted meaning of the term “animate” is “to make or design in such a way as to create apparently spontaneous lifelike movement or to produce in the form of an animated cartoon” by the Merriam-Webster Online Dictionary (<http://www.m-w.com/cgi-bin/dictionary?book=Dictionary&va=animate>). The term is indefinite because the specification does not clearly redefine the term.

Therefore, the interpreted description of word from the specification steps above is utilized in examining the application. The Applicant has not clarified what meaning should be attached to this term and cannot shift between the definition supported by the specification and the definition supported by the dictionary. Applicant needs to make a decision regarding which definition the Applicant wants to follow with regards to this Application. Examiner has rejected both of these definitions in the Office Action that follows. Clarification is required.

5. *Claim 17 teaches adjusting the transfer speed of downloading. It is unclear what the Applicant means by the limitation of adjusting the transfer speed of downloading. It is interpreted to mean that transfer speed of data is adjusted. Appropriate clarification is required.*

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35

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U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

6. Claims 3, 5-6, 10, 17-18, 21, 23-24, 28, 35-36, 39, 42, 46, and 53-54 are rejected under 102(e) as being anticipated by Servan-Schreiber et al (Patent Number 6,892,354 hereinafter Servan-Schreiber).

Disclaimer: Claim 3 was found to be deficient under U.S.C. 112 second. To the extent the claimed invention was understood, the following art was applied.

In reference to claim 3, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21), wherein said user side equipment is provided with an animated advertisement reproduction section for reproducing said advertisements by animation (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col. 1 lines 47-63, col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6).

7. In reference to claim 5, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); and a selection section for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information (col.4 lines 50-60), wherein said personal history information comprises: advertisement access history (col. 4 lines 48-60).

8. In reference to claims 6 and 24 Servan-Schreiber teaches a system and program characterized in that said personal history information contains the content or type of data transferred by the user (i.e. what keywords are searched and which sites are accessed), advertisements presented to the user, or the user's personal characteristics information (i.e. statistical profile data) (col.4 lines 50-60).

9. In reference to claim 10, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); wherein said user side equipment downloads data (i.e. the contents of an

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advertisement) and software (i.e. it is inherent that you need a web browser to display the webpage advertisement, and if you don't have a browser, it will need to be downloaded to view the advertisement) required to use this data from said server via said network (col. 2 lines 1-5, col. 3 lines 6-16 and 35-43, col. 4 lines 1-6 and 24-31, and Figures 2 and 7).

10. **Disclaimer:** *Claim 17 was found to be deficient under U.S.C. 112 second. To the extent the claimed invention was understood, the following art was applied.*

In reference to claim 17, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); wherein transfer speed of *downloading* is adjusted based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network (col. 3 lines 30-67 and col. 4 lines 1-13).

11. In reference to claim 18, Servan-Schreiber teaches a system for finishing data transfer at the same time as or after presentation of said advertisement is completed (col. 3 lines 30-67 and col. 4 lines 1-13).

12. In reference to claim 21, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a

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network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); and third instructions for reproducing said advertisements by showing animation on said user side equipment (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6).

13. In reference to claim 23, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); and third instructions for selecting one or a plurality of advertisements to present to the user from among a plurality of advertisements based on said personal history information (col. 4 lines 50-60), wherein said personal history information comprises: advertisement access history (col. 4 lines 48-60).

14. In reference to claim 28, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); and third instructions for downloading data (i.e. the

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contents of an advertisement) and software (i.e. it is inherent that you need a web browser to display the webpage advertisement, and if you don't have a browser, it will need to be downloaded to view the advertisement) required to use this data from said server via said network (col. 2 lines 1-5, col. 3 lines 6-16 and 35-43, col. 4 lines 1-6 and 24-31, and Figures 2 and 7).

15. In reference to claim 35, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); third instructions for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network (col. 3 lines 30-67 and col. 4 lines 1-13).

16. In reference to claim 36, Servan-Schreiber teaches a computer program further comprising: fifth instructions for finishing data transfer at the same time as or after presentation of said advertisement is completed (col. 3 lines 30-67 and col. 4 lines 1-13).

17. **Disclaimer:** Claim 39 was found to be deficient under U.S.C. 112 second. To the extent the claimed invention was understood, the following art was applied.

In reference to claim 39, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and

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Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); and a third step of reproducing said advertisements on said user side equipment by showing animation (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col.1 lines 47-63, col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6).

18. In reference to claim 42, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21), wherein said personal history information comprises: advertisement access history (col. 4 lines 48-60).

19. In reference to claim 46, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); and third instructions for downloading data (i.e. the contents of an advertisement) and software (i.e. it is inherent that you need a web browser to display the webpage advertisement, and if you don't have a browser, it will

need to be downloaded to view the advertisement) required to use this data from said server via said network (col. 2 lines 1-5, col. 3 lines 6-16 and 35-43, col. 4 lines 1-6 and 24-31, and Figures 2 and 7); and fourth instructions for downloading data (i.e. the contents of an advertisement) and software (i.e. it is inherent that you need a web browser to display the webpage advertisement, and if you don't have a browser, it will need to be downloaded to view the advertisement) required to use this data from said server via said network (col. 2 lines 1-5, col. 3 lines 6-16 and 35-43, col. 4 lines 1-6 and 24-31, and Figures 2 and 7).

20. In reference to claim 53, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21), and a third step for adjusting transfer speed based on the state of presentation of said advertisement while data is transferred between said server and said user side equipment via said network (col. 3 lines 30-67 and col. 4 lines 1-13).

21. In reference to claim 54, Servan-Schreiber teaches a method further comprising a fourth step for finishing data transfer at the same time as or after presentation of said advertisement is completed (col. 3 lines 30-67 and col. 4 lines 1-13).

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

22. Claims 3 and 21 are rejected under U.S.C. 103(a) as being unpatentable over Servan-Schreiber in view of *Gough et al. (Patent Number 6,360,221 hereinafter Gough)*.

Disclaimer: Claim 3 was found to be deficient under U.S.C. 112 second. To the extent the claimed invention was understood, the following art was applied.

In reference to claim 3, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21), wherein said user side equipment is provided reproducing said advertisements (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col.1 lines 47-63, col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6). Servan-Schreiber does not teach the advertisements being animated (i.e. to impart motion or activity to per Dictionary.com, <http://dictionary.reference.com/browse/animated>).

Gough teaches advertisements being animated (i.e. a Tinkerbell flutter across an e-mail sprinkling fairy dust and then landing on a Disney link button) (col. 5 lines 23-27, col. 7 lines 28-33, col. 10 lines 9 to col. 11 lines 58, col. 14 lines 50-67, and Figures 2,

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2A, 3, and 6). *It would have been obvious for Servan-Schreiber to impart animation to the advertisements to enable advertisers to attract attention to their advertisements by making the advertisements more visible, interactive, and appealing to users.*

23. In reference to claim 21, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); and third instructions for reproducing said advertisements on said user side equipment (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6). Servan-Schreiber does not teach the advertisements being animated (i.e. to impart motion or activity to per Dictionary.com, <http://dictionary.reference.com/browse/animated>).

Gough teaches advertisements being animated (i.e. a Tinkerbell flutter across an e-mail sprinkling fairy dust and then landing on a Disney link button) (col. 5 lines 23-27, col. 7 lines 28-33, col. 10 lines 9 to col. 11 lines 58, col. 14 lines 50-67, and Figures 2, 2A, 3, and 6). It would have been obvious for Servan-Schreiber to impart animation to the advertisements to enable advertisers to attract attention to their advertisements by making the advertisements more visible, interactive, and appealing to users.

24. Claims 4 and 22 are rejected under U.S.C. 103(a) as being unpatentable over Servan-Schreiber in view of Ogasawara (Patent Number 6,513,015 hereinafter

Ogasawara).

In reference to claim 4, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber *also teaches using statistical profiles of users and what items the users search for in the search engines to determine which advertising pages are downloaded for the user (col. 4 lines 50-60). However, Servan-Schreiber is silent about specifically storing personal history information comprising purchasing history.*

Ogasawara teaches storing personal history information comprising purchasing history (abstract, col. 1 lines 61 to col. 2 lines 19, col. 5 lines 17-39, and col. 6 lines 55 to col. 7 lines 48). It would have been obvious for Servan-Schreiber to store personal history information comprising purchasing history to enable advertisers to access this information on more than one occasion for targeting appropriate product and services advertisements that will be most valuable to the consumers.

25. In reference to claim 22, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines

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58-63 and col. 2 lines 6-10). Servan-Schreiber *also teaches using statistical profiles of users and what items the users search for in the search engines to determine which advertising pages are downloaded for the user (col. 4 lines 50-60). However, Servan-Schreiber is silent about third instructions for storing personal history information.*

Ogasawara teaches storing personal history information (abstract, col. 1 lines 61 to col. 2 lines 19, col. 5 lines 17-39, and col. 6 lines 55 to col. 7 lines 48). It would have been obvious for Servan-Schreiber to include third instructions for storing personal history information to enable advertisers to access this information on more than one occasion for targeting appropriate product and services advertisements that will be most valuable to the consumers.

26. Claims 7, 11-16, 25, 29-34, 39-40, and 47-50 are rejected under U.S.C. 103(a) as being unpatentable over Servan-Schreiber in view of Official Notice.

In reference to claim 7, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber does not teach a system for selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment (i.e. drivers and software installed) of said user side equipment.

Official Notice is taken that is old and well known to present content in different formats based on the user's environment. For example, if the user's computer does not have the software that supports the viewing of a Flash or video presentation, a user may be provided the option to view the information in text or audio format or download the Flash software. As an another example, if the user is using a different version of the Microsoft Word software on his computer, he might be asked to convert a Word file he received in an e-mail in order to be able to view it with the version of Word that is installed on his machine, and this conversion may cause the document to look slightly different on his machine if for example he does not have the same fonts installed on his computer. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include presenting content in different formats based on the user's environment to enable advertisers to reach a broad base of target users regardless of the type of computer system the users may be using.

27. In reference to claim 11, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber also teaches the system characterized in that said user side equipment presents the advertisements to the user while downloading data to said server via said network and during idle and wait time (col. 1 lines 47-63, col. 2 lines 1-10

and 49-65, col. 3 lines 22-43, and Figure 5A). Servan-Schreiber does not specifically recite presenting advertisements while uploading data to said server via said network, even though uploading also leads to an idle and wait time.

Official Notice is taken that is old and well known to present advertising content while uploading data to a server via a network to make an effective use of wait time as done by e-mail providers such as Juno when users are waiting to upload file attachments to their e-mail messages to help keep the e-mail service free of charge to the users and to give users something to look at while waiting on their computers for the upload to be completed. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include presenting advertisements during uploading of data to provide the users with targeted advertising for viewing while waiting for the upload to be completed.

28. In reference to claim 12, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber also teaches a system for requesting said user to input information interactively (i.e. user clicks on or manually enters a hyperlink request) when data is transferred between said server and said user side equipment via said

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network (abstract, col. 2 lines 49-65, and Figure 2). Servan-Schreiber is silent about including a step for storing responses input by said input request section.

Official Notice is taken that it is old and well known to store response input information in the field of e-commerce. For example, when a user has an online account with a vendor, the vendor can offer to store the user's credit card information associated with the online account so that the user does not have to re-type in that information each type when the user is making an online transaction. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include storing of response input information (i.e. manually typing in something) to help users save time by automatically filling in this information on any required forms online.

29. In reference to claims 13 and 14, Servan-Schreiber does not teach a system for accessing and retrieving responses stored in said response storage section.

Official Notice is taken that it is old and well known to access and retrieve responses stored in a response storage section in the field of advertising. For example, personal data collected from surveys is stored in a database and is accessed and retrieved for sending e-marketing communication messages such as e-mail blasts targeted to different customer segments such as contractors, distributors, and original equipment manufacturers. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include access and retrieval of response input information to target advertisements more effectively for users of the services and products.

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30. In reference to claim 15, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19, and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber does not teach the system for executing sales of products or services to said user while data is transferred to or from said server via said network.

Official Notice is taken that it is old and well known to execute sales of products or services to a user while data is transferred to or from a server via a network. For example, if a user opens up two Internet browser windows, he could be making an online purchase using a credit card and transferring this credit card information to the merchant in one window, and he could be viewing a product advertisement in another window simultaneously while waiting for the credit card transaction to go through. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to execute sales of products or services to a user while data is transferred to or from a server via a network to utilize the user's time more effectively by enabling data transfer and sales execution to take place simultaneously in two different browser windows.

31. In reference to claim 16, Servan-Schreiber teaches an advertisement presentation system according to comprising: a network (abstract, col. 4 lines 14-19,

and col. 5 lines 1-2, Figure 1); a server connected to the network (abstract, col. 1 lines 58-63, col. 2 lines 1-10, col. 3 lines 6-21, and col. 5 lines 21-31); and user side equipment for presenting advertisements to a user while transferring data with said server via said network (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber does not teach a system with a processing section for virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

Official Notice is taken that it is old and well known to perform a virus check on the user side equipment while data is transferred to or from a server via a network. For example, many companies manage and secure electronic communications by using a software program to check the content of incoming and outgoing e-mails to prevent any viruses from entering user computer systems when a user attaches files to an e-mail message. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include a processing section for performing a virus check on the user side equipment while data is transferred to or from a server via a network to prevent any viruses from entering or exiting the user side equipment.

32. In reference to claim 25, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10). Servan-Schreiber does not teach third instructions for

selecting one or a plurality of advertisements to present to a user from among a plurality of advertisements based on the environment (i.e. drivers and software installed) of said user side equipment.

Official Notice is taken that is old and well known to present content in different formats based on the user's environment. For example, if the user's computer does not have the software that supports the viewing of a Flash or video presentation, a user may be provided the option to view the information in text or audio format or download the Flash software. As an another example, if the user is using a different version of the Microsoft Word software on his computer, he might be asked to convert a Word file he received in an e-mail in order to be able to view it with the version of Word that is installed on his machine, and this conversion may cause the document to look slightly different on his machine if for example he does not have the same fonts installed on his computer. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include presenting content in different formats based on the user's environment to enable advertisers to reach a broad base of target users regardless of the type of computer system the users may be using.

33. In reference to claim 29, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10). Servan-Schreiber does not specifically recite third

instructions for presenting advertisements while uploading data to said server via said network, even though uploading also leads to an idle and wait time.

Official Notice is taken that is old and well known to present advertising content while uploading data to a server via a network to make an effective use of wait time as done by e-mail providers such as Juno when users are waiting to upload file attachments to their e-mail messages to help keep the e-mail service free of charge to the users and to give users something to look at while waiting on their computers for the upload to be completed. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include presenting advertisements during uploading of data to provide the users with targeted advertising for viewing while waiting for the upload to be completed.

34. In reference to claim 30, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10. Servan-Schreiber also teaches third instructions for requesting said user to input information interactively (i.e. user clicks on or manually enters a hyperlink request) when data is transferred between said server and said user side equipment via said network (abstract, col. 2 lines 49-65, and Figure 2). Servan-Schreiber is silent about fourth instructions for storing responses input by said input request section.

Official Notice is taken that it is old and well known to store response input information in the field of e-commerce. For example, when a user has an online account with a vendor, the vendor can offer to store the user's credit card information associated with the online account so that the user does not have to re-type in that information each time when the user is making an online transaction. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include storing of response input information (i.e. manually typing in something) to help users save time by automatically filling in this information on any required forms online.

35. In reference to claims 31 and 32, Servan-Schreiber does not teach the computer program product comprising fifth instructions for accessing and retrieving responses stored in said response storage section.

Official Notice is taken that it is old and well known to access and retrieve responses stored in a response storage section in the field of advertising. For example, personal data collected from surveys is stored in a database and is accessed and retrieved for sending e-marketing communication messages such as e-mail blasts targeted to different customer segments such as contractors, distributors, and original equipment manufacturers. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include access and retrieval of response input information to target advertisements more effectively for users of the services and products.

36. In reference to claim 33, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10); third instructions for requesting said user to input information interactively (i.e. user clicks on or manually enters a hyperlink request) when data is transferred between said server and said user side equipment via said network (abstract, col. 2 lines 49-65, and Figure 2). Servan-Schreiber does not teach fourth instructions for executing sales of products or services to said user while data is transferred to or from said server via said network.

Official Notice is taken that it is old and well known to execute sales of products or services to said user while data is transferred to or from a server via a network. For example, if a user opens up two Internet browser windows, he could be making an online purchase using a credit card and transferring this credit card information to the merchant in one window, and he could be viewing a product advertisement in another window simultaneously while waiting for the credit card transaction to go through. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to execute sales of products or services to said user while data is transferred to or from a server via a network to utilize the user's time more effectively by enabling data transfer and sales execution to take place simultaneously in two different browser windows.

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37. In reference to claim 34, Servan-Schreiber teaches a computer program product in a computer readable medium for presenting advertisements, the computer program product comprising: first instructions for transferring data to or from a server via a network (abstract and col. 1 lines 47-57); second instructions for presenting advertisements on a user side equipment to a user while transferring data (col. 1 lines 58-63 and col. 2 lines 6-10). Servan-Schreiber does not teach third instructions for virus checking, defragmenting, or deleting unnecessary files from said user side equipment while data is transferred to or from said server via said network.

Official Notice is taken that it is old and well known to perform a virus check on the user side equipment while data is transferred to or from a server via a network. For example, many companies manage and secure electronic communications by using a software program to check the content of incoming and outgoing e-mails to prevent any viruses from entering user computer systems when a user attaches files to an e-mail message. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include a processing section for performing a virus check on the user side equipment while data is transferred to or from a server via a network to prevent any viruses from entering or exiting the user side equipment.

38. **Disclaimer:** Claim 39 was found to be deficient under U.S.C. 112 second. To the extent the claimed invention was understood, the following art was applied.

In reference to claim 39, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and

Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); and a third step of reproducing said advertisements on said user side equipment (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col. 1 lines 47-63, col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6). Servan-Schreiber does not teach the advertisements being animated (i.e. to impart motion or activity to per Dictionary.com, <http://dictionary.reference.com/browse/animated>).

Official Notice is taken that it is old and well known to animate advertisements especially on webpages by imparting motion or activity to a graphic by using things such as blinking, having advertisements float across the monitor, having pop-up advertisements, and changing colors used in advertisements. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include animation in the advertisements to enable advertisers to attract attention to their advertisements by making the advertisements more visible, interactive, and appealing to users.

39. In reference to claim 40, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to

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col. 3 lines 21). Servan-Schreiber is silent about the third step for storing personal history information.

Official Notice is taken that it is old and well known to store personal history information in the field of advertising to target advertisements based on personal history information. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include storing of the personal history information to enable advertisers to access this information on more than one occasion for targeting appropriate product and services advertisements that will be most valuable to the consumers.

40. In reference to claim 47, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21). Servan-Schreiber does not specifically recite a third step for presenting advertisements while uploading data to said server via said network, even though uploading also leads to an idle and wait time.

Official Notice is taken that is old and well known to present advertising content while uploading data to a server via a network to make an effective use of wait time as done by e-mail providers such as Juno when users are waiting to upload file attachments to their e-mail messages to help keep the e-mail service free of charge to the users and to give users something to look at while waiting on their computers for the

upload to be completed. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include presenting advertisements during uploading of data to provide the users with targeted advertising for viewing while waiting for the upload to be completed.

41. In reference to claim 48, Servan-Schreiber teaches a method of presenting advertisements comprising steps of: a first step for transferring data to or from a server via a network (col. 1 lines 58-63, col. 2 lines 1-5 and 49-65, col. 3 lines 10-16, and Figure 1); a second step for presenting advertisements on a user side equipment to a user while transferring data (abstract, col. 2 lines 1-10 and 39-48, and col. 2 lines 66 to col. 3 lines 21); a third step for requesting said user to input information interactively (i.e. user clicks on or manually enters a hyperlink request) when data is transferred between said server and said user side equipment via said network (abstract, col. 2 lines 49-65, and Figure 2). Servan-Schreiber is silent about including a fourth step for storing responses input by said input request section.

Official Notice is taken that it is old and well known to store response input information in the field of e-commerce. For example, when a user has an online account with a vendor, the vendor can offer to store the user's credit card information associated with the online account so that the user does not have to re-type in that information each type when the user is making an online transaction. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include storing of response input information (i.e. manually

typing in something) to help users save time by automatically filling in this information on any required forms online.

42. In reference to claims 49 and 50, Servan-Schreiber does not teach the method further comprising a fifth step for accessing and retrieving responses stored in said response storage section.

Official Notice is taken that it is old and well known to access and retrieve responses stored in a response storage section in the field of advertising. For example, personal data collected from surveys is stored in a database and is accessed and retrieved for sending e-marketing communication messages such as e-mail blasts targeted to different customer segments such as contractors, distributors, and original equipment manufacturers. Therefore, it would have been obvious to a person of ordinary skill in the art at the time of the applicant's invention to include access and retrieval of response input information to target advertisements more effectively for users of the services and products.

Response to Arguments

43. After careful review of Applicant's remarks/arguments filed on 08/23/2007, the Examiner fully considered the arguments, but they are moot in view of the new ground(s) of rejection. Amendments to claims 4 and 17 have been entered and considered.

44. In reference to claims 3 and 39, the Applicant's amendment still does not address the issue pertaining to the 35 USC § 112 rejection that was held in the previous Office Action. Specifically, the Applicant has not clarified what meaning should be attached to

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this term and cannot shift between the definition supported by the specification and the definition supported by the dictionary. Applicant needs to make a decision regarding which definition the Applicant wants to follow with regards to this Application. While it appears from the Applicant's arguments, that he is using the dictionary definition of the term animation, Applicant has not stated this conclusively. Examiner has rejected both of these definitions in the Office Action that follows and has maintained the 35 USC § 112 rejection.

45. Applicant's amendment to claim 17 has lead to the introduction of a new 35 USC § 112 rejection, since it is unclear what the Applicant means by the transfer speed of downloading. This has been interpreted to mean the transfer speed of data, since you are transferring data and not transferring downloading.

46. In reference to claims 3, 21, and 29, Applicant argues that Servan-Schreiber does not teach or suggest the broader concept of a moving picture, or any concept analogous to a moving picture, and the narrower teaching included within a moving picture of an advertisement by animation. With regards to this, the Examiner respectfully disagrees with the Applicant, since Servan-Schreiber does teach or suggest display of an advertisement by animation in light of the meaning of the term animation in Applicant's specification (i.e. downloading data over the Internet, reproducing the advertisement using software, and controlling advertisement scheduling also using the software) (col.1 lines 47-63, col. 2 lines 49-65, col. 3 lines 6-21 and 44-67, and col. 4 lines 1-6).

Even if Applicant means animation to be the dictionary definition of the term, the 35 USC § 103 rejection introduced above for claim 3 and briefly reproduced here, still addresses this claim limitation of displaying an advertisement by animation. In reference to this, Gough teaches advertisements being animated (i.e. a Tinkerbell flutter across an e-mail sprinkling fairy dust and then landing on a Disney link button) (col. 5 lines 23-27, col. 7 lines 28-33, col. 10 lines 9 to col. 11 lines 58, col. 14 lines 50-67, and Figures 2, 2A, 3, and 6). It would have been obvious for Servan-Schreiber to impart animation to the advertisements to enable advertisers to attract attention to their advertisements by making the advertisements more visible, interactive, and appealing to users. Hence, the rejections previously held in reference to claims 3, 21, and 29 are maintained.

47. In reference to claim 4, the Applicant argues that Servan-Schreiber does not teach selecting advertisements for display based upon personal history information comprising purchasing. With respect to this, first of all claim 4, recites the limitation of storing personal history comprising of purchasing history and not selecting advertisements for display based upon personal history information comprising purchasing, so the Applicant is arguing what he is not claiming in claim 4. Regardless, Servan-Schreiber teaches using statistical profiles of users and what items the users search for in the search engines to select which advertising pages are downloaded for the user (col. 4 lines 50-60). However, Servan-Schreiber is silent about specifically storing personal history information comprising purchasing history, which is what is recited in the Applicant's claim language.

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With respect to his, Ogasawara teaches storing personal history information comprising purchasing history (abstract, col. 1 lines 61 to col. 2 lines 19, col. 5 lines 17-39, and col. 6 lines 55 to col. 7 lines 48). It would have been obvious for Servan-Schreiber to store personal history information comprising purchasing history to enable advertisers to access this information on more than one occasion for targeting appropriate product and services advertisements that will be most valuable to the consumers.

48. In reference to the 35 USC § 103 (a) rejections, Applicant states that "the final rejections based on Official Notice, unsubstantiated in the face of Applicant's seasonable challenge, are poorly taken, and kindly requests favorable reconsideration and withdrawal." This statement in itself does not create any doubt about the rejections. The statement without reference to any claims and without any rebuttal by the Applicant, does not constitute a proper challenge to the Official Notice, since the Applicant has not said anything regarding that the Applicant was not aware that the claimed elements were well known before the filing of his application and before his invention was developed. Per the Applicant's citing of MPEP 2144.03, "A seasonable challenge constitutes a demand for evidence be made as soon as practicable during prosecution. Thus the applicant is charged with rebutting the well known statement in the next reply after the Office Action in which the well known statement was made." The Applicant has not submitted any rebuttal of the well-known statements. In the paragraph in MPEP 2144.03 immediately preceding the above citing, reference is made to *In re Ahlert*, 424 F.2d 1088, 1091, 165 USPQ 418, 420-421 (CCPA 1970) that

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"Furthermore, the applicant must be given the opportunity to challenge the correctness of such assertions and allegations." Again, the Applicant has not challenged the correctness of the assertions but rather only the use of Official Notice itself. Bald statements such as "the final rejections based on Official Notice, unsubstantiated in the face of Applicant's seasonable challenge, are poorly taken, and kindly requests favorable reconsideration and withdrawal," are not adequate and do not shift the burden to the examiner to provide evidence in support of the Official Notice. Allowing such statements to challenge Official Notice would effectively destroy any incentive on part of the Examiner to use it in the process of establishing a rejection of notoriously well known facts (In re Boon, 169 USP 231 (CCPA 1971). Therefore, the Official Notice is proper and fully supported by the indicated evidence and is maintained.

49. Applicants additional remarks are addressed to new limitations in the claims and have been addressed in the rejection necessitated by the amendments.

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action.

Any inquiry concerning this communication or earlier communications from the Examiner should be directed to Namrata (Pinky) Boveja whose telephone number is 571-272-8105. The examiner can normally be reached on Mon-Fri, 8:30 am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the Examiner's Supervisor, Eric Stamber can be reached on 571-272-6724. The **Central Fax Number** for the organization where this application or proceeding is assigned is **571-273-8300**.

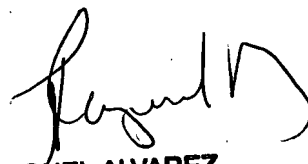
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NB

September 28th, 2007


RAQUEL ALVAREZ
PRIMARY EXAMINER